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ABSTRACT

The material in this publication was compiled to commemorate the fiftieth anniversary, in 1964, of the founding of the Speech Association of America (now the Speech Communication Association). Contents include introductory comments by James M. O'Neill, the first president, and Robert T. Oliver, president in 1964; articles on the founding and history of the Speech Association by Giles Wilkeson Gray, Andrew Thomas Weaver, and Robert C. Jeffrey; and lists of the founders of the Speech Association, presidents, executive vice presidents, executive secretaries, editors of Speech Association journals, the 1964 officers and administrative council members, and conventions from 1915 to 1964. (JM)

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SPEECH ASSOCIATION OF AMERICA

Golden Anniversary

1964

CS 501 158

THE WHITE HOUSE

WASHINGTON

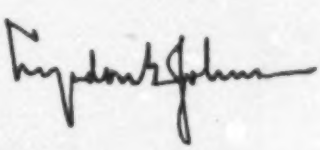
March 31, 1964

I am pleased to send greetings to members of the Speech Association of America as you observe your organization's 50th anniversary.

Skill in the art of communication is profoundly important not only in the development of the individual but in the progress of our society. In its half-century of service to teachers of speech and others in the speech professions, the Speech Association of America has made invaluable contributions to the progress and well-being of the Nation.

I wish you continued success in your important activities in the years ahead.

Sincerely,



SPEECH ASSOCIATION OF AMERICA

GOLDEN ANNIVERSARY CONVENTION PROGRAM

SUPPLEMENT

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FOUNDERS OF
THE SPEECH ASSOCIATION OF AMERICA

I. M. Cochran, Carleton College

Loren Gates, Miami University

J. S. Gaylord, Winona Normal

H. B. Gislason, University of Minnesota

H. B. Gough, DePauw University

Binney Gunnison, Lombard College

C. D. Hardy, Northwestern University

J. L. Lardner, Northwestern University

G. N. Merry, University of Iowa

J. M. O'Neill, University of Wisconsin

J. M. Phelps, University of Illinois

F. M. Rarig, University of Minnesota

L. R. Sarett, University of Illinois

B. C. Van Wye, University of Cincinnati

J. A. Winans, Cornell University

I. L. Winter, Harvard University

C. H. Woolbert, University of Illinois

JAMES M. O'NEILL, First President

When I resigned from the faculty of Dartmouth College to join the faculty of the University of Wisconsin in 1913, I took with me the memory of two talks which had considerable influence on my future professional activity. One was with Professor Craven Laycock with whom I had taken courses in argumentation and debate as an undergraduate, and under whom I was teaching these subjects. I asked his advice about accepting an invitation to attend a conference of teachers of public speaking from a number of eastern States. His advice was not to bother; he had never attended these meetings because he thought most of the members were more interested in entertainment than in education. I decided to see for myself, went to the meeting, and met for the first time some of the best and most interesting men I have ever known, among them Jim Winans of Cornell, later of Dartmouth, Paul Pearson of Swarthmore, father of Drew Pearson, the well known journalist, and John Dolman of Pennsylvania. My respect and admiration for the group of teachers of which I was a member began at that first meeting and has been growing ever since.

The second talk was with Professor Winans when he came to Dartmouth

to judge a debate in 1911. I told him I thought each department should have a well trained member who would devote most of his time to working with individual students who had specific difficulties in talking (stuttering, and lisping, poor voice, etc.) and perhaps give a course in such training. Winans endorsed the idea, and said he had a nomination ready whenever I wanted to start the program: a young man named Smiley Blanton, who had recently resigned from the Cornell staff to enter the Cornell Medical School.

At the beginning of my second year at Wisconsin, Dr. Smiley Blanton joined the Wisconsin Department, bringing the total of my colleagues up to three: Gertrude Johnson, Harry Houghton, and Smiley Blanton. Dr. Blanton started in the Fall of 1914 the first Speech Clinic with associated courses in the United States. His coming greatly aided the development of graduate work, and our awarding (in 1921) the first Ph.D. degree in Speech given in this country.

In the Fall of 1913 I was asked to speak at the annual dinner of the National Council of Teachers of English. I took for my subject an answer to a speech of the year before at this function. The speaker took the position that the only hope for the future of the teaching of public speaking was to have it completely under the English department, with well trained teachers of English giving such instruction. I claimed that about the only academically respectable work in public speaking was being done by teachers who were "on their own," wholly independent of the English department or any other department. What we needed was: independent departments, an independent professional organization, a professional journal, teacher training, and graduate work. As I was talking I knew I was getting what is known as a "mixed reception," which was what I expected. I concluded with a quotation from Mr. Dooley: "If I've said anything that I'm sorry for, I'm glad of it." At the section on Public Speaking the next day, a committee was appointed (Woolbert, Hardy, and O'Neill), to investigate the advisability of founding a professional organization of teachers of public speaking.

I am still glad that I did not take Professor Laycock's advice, that I did take Professor Winans' advice, and that I made that speech in 1913, which failed to please the majority of my audience. I still think that is what many audiences need.

J. M. O'Neill

October 1, 1964.

ROBERT T. OLIVER, President, 1964

As TEACHERS OF SPEECH, we face a future that in many ways will be different from our past. Some of the prospects are encouraging, some are disturbing; all are challenges to the best teaching and research we can produce.

In this period of sharp self-examination that marks the educational world, the physical sciences are generally being regarded with greater favor than are either the social sciences or the humanities. The various academic areas concerned with skills (ranging from Education to Home Economics) appear to be especially beset by criticism. In the view of many of our colleagues, Speech is either a social science, a humanity, or an eclectic half-science devoted to cultivation of skills, development of poise, and the refinement of personality. Herein lies the principal danger to our profession.

Meanwhile, under the pressure of mass enrollments and beset by inadequacy of both funds and facilities (including teachers), administrators are insisting upon larger and larger classes—often with the use of closed circuit television, in order that the lecturing of one professor might be presented to even

more students. Herein, paradoxically, lies our greatest professional advantage. For our classes must remain small.

Educators of all kinds tend to agree upon certain essentials: (1) that students must be taught individually; (2) that learning to think soundly is more important than merely acquiring knowledge; and (3) that students need practice in exercising their critical faculties as "whole men" dealing not with specialized subject areas, but with the kinds of problems by which humanity is everywhere confronted.

The great advantage of the Speech profession is that we exist to help students attain to a clear understanding of what *they* know, feel, and believe, and to a concurrent understanding of the nature of people in specific situations—to the end that honest messages may be effectively communicated even to indifferent or antagonistic listeners.

The more education as a whole tends toward emphasis upon "pouring in," however fine the message may be, the more vital it becomes to have classes precisely like ours in Speech, in which the philosophy and the methodology are directed to helping students effectively to explore and attain means of developing their own ideas and attitudes in ways that are meaningful for their fellows.

Through courses in theatre, radio-television, speech therapy, oral interpretation, discussion, and public address, our focus of interest is always and in all ways upon development of the individual.

Whether we in Speech will eventually be entrusted with primary responsibility for achievement of this most fundamental and essential educational function will depend, in the last analysis, upon whether our colleagues in the schools and in the community consider us worthy of the task. We must try to recombine the vital roles of rhetorician and philosopher—as they were combined in the centuries of Plato, Aristotle, Cicero and Quintilian. It is much to ask of ourselves—but we dare ask no less. This is the challenge we confront.

ROBERT T. OLIVER

October 1, 1964

SPEECH ASSOCIATION OF AMERICA

ROSTER OF PRESIDENTS

1915-1964

1915 J. M. O'Neill, University of Wisconsin
1916 J. A. Winans, Cornell University
1917 J. L. Lardner, Northwestern University
1918-1919 H. S. Woodward, Western Reserve University
1920 C. H. Woolbert, University of Illinois
1921 A. M. Drummond, Cornell University
1922 Glenn N. Merry, University of Iowa
1923 Harry B. Gough, DePauw University
1924 Wilbur Jones Kay, University of West Virginia
1925 Ray K. Immel, University of Southern California
1926 E. C. Mabie, State University of Iowa
1927 Andrew Weaver, University of Wisconsin
1928 John P. Ryan, Grinnell College
1929 F. M. Rarig, University of Minnesota
1930 John Dolman, Jr., University of Pennsylvania
1931 Clarence T. Simon, Northwestern University
1932 Henrietta Prentiss, Hunter College
1933 Lee Emerson Bassett, Leland Stanford University
1934 H. L. Ewbank, University of Wisconsin
1935 Athleigh B. Williamson, New York University
1936 Maud May Babcock, University of Utah
1937 Herbert A. Wichelns, Cornell University
1938 J. T. Marshman, Ohio Weslevan University
1939 A. Craig Baird, State University of Iowa
1940 Alan H. Monroe, Purdue University
1941 W. Hayes Yeager, The George Washington University
Honorary President Thomas C. Trueblood, University of Michigan
1942 Claude M. Wise, Louisiana State University
1943 Robert West, University of Wisconsin
1944 Bower Aly, University of Missouri
1945 Joseph F. Smith, University of Utah
1946 W. Norwood Brigance, Wabash College
1947 Magdalene Kramer, Columbia University
1948 Rupert Cortright, Wayne University
1949 J. H. McBurney, Northwestern University
1950 Horace G. Ralskopf, University of Washington
1951 Wilbur Gilman, Queens College
1952 Lionel Crocker, Denison University
1953 H. P. Constans, University of Florida
1954 Karl R. Wallace, University of Illinois
1955 Thomas A. Rousse, University of Texas
1956 Lester Thonssen, College of the City of New York
1957 Lorer Reid, University of Missouri
1958 Elise Hahn, University of California at Los Angeles
1959 John E. Dietrich, Ohio State University
1960 Kenneth G. Hance, Michigan State University
1961 Ralph G. Nichols, University of Minnesota, St. Paul
1962 Waldo W. Braden, Louisiana State University
1963 Ernest J. Wrage, Northwestern University
1964 Robert T. Oliver, Pennsylvania State University

ROSTER OF EXECUTIVE VICE-PRESIDENTS

1946-1963

1946-1948 W. Hayes Yeager, The Ohio State University
1949-1951 Orville Hitchcock, State University of Iowa
1952-1954 Paul Bagwell, Michigan State University
1955-1957 Kenneth G. Hance, Michigan State University
1958-1960 J. Jeffery Auer, Indiana University
1961-1963 Robert G. Gunderson, Indiana University

THE FOUNDING OF THE SPEECH ASSOCIATION OF AMERICA: HAPPY BIRTHDAY

Giles Wilkeson Gray

(Reprinted from "Shop Talk," *Quarterly Journal of Speech*, October, 1964)

This year marks the fiftieth anniversary of the founding of The Speech Association of America. To acknowledge this fact Shop Talk *prints here a brief description of the founding of SAA by one of her most distinguished members.*
ST

To try to put one's finger on the specific event or circumstance that triggered the founding of our association is a difficult task, as is any attempt to fix the origins of this or that. Mark Twain's contemporary, Petroleum V. Nasby, pointed out the obvious fact that "we are all descended from grandfathers."[1] The nineteenth-century humorist's point is a truism, as well, for organizations such as our own: we also have our forebears, our ancestors, our grandfathers. But I have no intention of describing any sort of family tree that will root and branch in a confusion of directions. I am going back no further than the period most persons would generally include in the modern history of our profession.

Associations established for the benefit of earlier teachers of various aspects of our field have been known for at least a century, probably more. Usually they were concerned with what is now thought of as "elocution." The old *Werner's Magazine* mentions in its pages dozens, if not scores, of such associations or "societies." Usually they drew their membership from the area in which they happened to be meeting in a given year. Of course, there was a rather small core of seriously minded people who were always present. Thomas C. Trueblood, for example, missed only one Elocutionists' convention during the years of his membership, and on that occasion he had been sent as a delegate from the elocutionists' meeting to another convention.

In practically all of these early organizations, the members got almost nothing tangible, not even a journal, for their membership. The official organ was, as a rule, some magazine already in existence that would agree to publish association news and occasional articles the members might want to write. However, the members themselves paid for the subscription in addition to regular dues. One organization which did not follow this procedure was the Eastern Public Speaking Conference, which had its own journal, *The Public Speaking Review* (discontinued when our association started its own *Quarterly Journal of Public Speaking* in 1915).

Probably the one incident which actually gave, though unintentionally, the basic impulse to the establishment of our association was the organization, in 1910, of the National Council of Teachers of English. Contributing also, though as a positive rather than negative influence, was the Eastern Public Speaking Conference, founded in the

Giles W. Gray, Emeritus Professor at Louisiana State University, has been continuously active in the Speech Association of America, serving as editor of QJS *from 1929 to 1941.*

[1] Oliver Jensen, "We Are All Descended from Grandfathers!" *American Heritage* (June 1964), pp. 15.

same year and still very active as the Speech Association of the Eastern States. At about the same time the Texas state organization for secondary schools, which has been continuously active for more than half a century, was being established. The old National Association of Elocutionists, founded in 1892, was still active in 1914 as the National Speech Arts Association. Professor Truebblood always thought that when it disbanded in 1917 it brought a "lot of strength" to the new organization, but I was never able to see many signs of it.

It cannot be said that these organizations contributed significantly to the founding of the SAA, although their success undoubtedly gave encouragement to a small band of persons, some of whom were active in these groups, and became active both in the events leading up to the schism of 1914 and in the resulting association.

Despite these organizations, one can almost say that it was the recalcitrance of the National Council of Teachers of English and the refusal of some of its most influential members and officers to yield at any point, or in the slightest degree, that provided the impetus for a separation.

For several years certain aspects of the speech discipline had been in the curricula of many colleges and universities, as well as of a large number of secondary schools. It was, in fact, the success of interscholastic debating in the secondary schools in and around Boston that led some New England institutions of higher learning to attempt a similar program. Intercollegiate debating is said to have been inaugurated in 1895, but it had been going on in the secondary schools since the eighties.

Partially growing out of this activity, interest in the subject now known to us as "speech" had been growing, so that Paul M. Pearson could attract more than sixty secondary school teachers to a conference held at Swarthmore College in 1911. Even before the turn of the century, some fifty-two American colleges and universities had established autonomous departments.

In most institutions, however, whatever was being done in the area of speech was actually being carried on through the direction, even the sufferance, of departments of English, which had come to assume a sort of proprietary right over all forms of verbal communication in which the English language was used. Speech had come to be identified with English. Many of those who most strongly advocated this point of view were unable to see any difference between speaking and writing as variant forms of verbal communication.

Among those, however, who were teaching speech, or some application of it, it became increasingly apparent that there were some of its aspects about which traditional teachers of English knew little, and, as a matter of fact, about which they were not concerned. During most of the nineteenth century, teachers of rhetoric had forgotten that the classical theory of rhetoric included five canons, rather than three.

It was the clash of the two divergent points of view within the National Council that led to the final rebellion. One group of persons held that speech and English were essentially identical (I heard the same principle argued as late as five years ago in a program of the National Council, in a paper presumably having to do with *speech*, in which I was the only representative of the speech profession on the program). The argument obviously ignored the fact that speech was very effectively taught many centuries before there was an English language. Another group of per-

sons held with equal insistence that, while English and speech had much in common—as do speech and Greek, as speech and German, as speech and any other literate language—there were also points of no contact. Advocates of the latter point of view argued that there were aspects of speech that the students, teachers, and scholars in English could not possibly learn from their approach to the study of that language, or from their literary studies in any language.

The advocates of speech as a distinctive discipline felt that they had not been able to establish independence in their own affairs. What they requested of the National Council was, originally, no more than the opportunity of getting together, at the general convention of the Council, for a program prepared *by one of their own number*, to discuss among themselves problems of mutual interest. They felt that there were enough problems peculiar to their own interests to justify two or three, or even more programs organized by themselves, for themselves, and devoted to their problems, about which the main body of the Council knew almost nothing at all, and in which they were not really interested.

But the National Council, through the voices of its leaders, appeared not to be aware of the existence of a problem. One person raised the question, "If a man can write, can he not also speak? Does not the greater encompass the lesser?" In vain James M. O'Neill, who was never happier than when engaged in a controversy involving one of his profound convictions, argued before the National Council that the fields of English and speech were worlds apart; those in the latter were not interested in those things that were basic to those in the former; while English teachers, coming into a program dealing with speech, would not know what the speakers were talking about.

Neither side seemed willing to yield. The National Council program directors would not permit those interested in speech to organize and present their own problems; nor would the speech group be satisfied with the programs prepared for them by the Council directors. As early as March, 1913, O'Neill presented a paper before the Eastern Public Speaking Conference on "The Dividing Line between Departments of English and Public Speaking," urging a complete separation between the two lines of work—a sort of academic Declaration of Independence.

The following November, when the National Council held its annual meeting, O'Neill was asked to speak at the banquet of the organization. With characteristic candor O'Neill pointed out at the beginning of his remarks that since he had been asked to speak on that occasion, he assumed that people wanted to know what he thought and how he felt about existing problems. He then proceeded to speak with utmost frankness. Among other things, he declared that most things wrong about the current teaching of speech were directly attributable to the departments of English which, being totally unequipped to teach the subject adequately, used the excuse that there was nothing in it worth teaching anyway. On the other hand, in every instance in which speech was being taught effectively, it was in those situations where the people in charge of the work were people trained in speech, and acting wholly independently of departments of English. ". . . absorption of public speaking by department of English," he said, "is not to be thought of."

The following November (1914) found conditions unimproved. A large

number of public speaking people were at the NCTE convention that fall. As often occurs, the necessary action was taken by a very few—I was in Chicago at the time, but had had no information that anything was afoot. Out of all those present at the convention, only seventeen men[2] attended the final meeting on November 28, which adopted the resolution withdrawing from the National Council of Teachers of English, and establishing the National Association of Academic Teachers of Public Speaking, which we now know as the Speech Association of America.

Perhaps the most significant result of that bold movement, fifty years ago, has been, above all else, to provide for the growth of the profession, and to put that profession on a sound, academic basis.[3] And so, we may say to each other, "Happy Birthday."

[2] I. M. Cochran (Carleton College), Loren Gates (Miami University), J. S. Gaylord (Winona Normal), H. B. Gislason (University of Minnesota), H. B. Gough (DePauw University), Binney Gunnison (Lombard College), C. D. Hardy (Northwestern University), J. L. Lardner (Northwestern University), G. N. Merry (University of Iowa), J. M. Phelps (University of Illinois), J. M. O'Neill (University of Wisconsin), F. M. Rarig (University of Minnesota), L. R. Sarett (Northwestern University), B. C. Van Wye (University of Cincinnati), J. A. Winans (Cornell University), I. L. Winter (Harvard University), C. H. Woolbert (University of Illinois).

[3] See Giles W. Gray, "Some Teachers and the Transition to Twentieth Century Speech Education" and Frank M. Rarig and Halbert S. Greaves, "National Speech Organizations and Speech Education" in *A History of Speech Education in America*, ed. Karl R. Wallace (New York, 1954).

ROSTER OF EXECUTIVE SECRETARIES

1915	H. B. Gislason, University of Minnesota, Secretary
	G. N. Merry, University of Iowa, Treasurer
1916	Mrs. P. S. Kingsley, University of Denver, Secretary
	H. S. Woodward, Western Reserve Univ., Treasurer
1917	Sherman Conrad, Culver Military Academy, Secretary
	H. S. Woodward, Western Reserve Univ., Treasurer
1918	L. R. Sarett, University of Illinois, Secretary
	C. H. Thurber, Purdue University, Treasurer
1919	L. R. Sarett, University of Illinois, Secretary
	C. H. Thurber, Purdue University, Treasurer
1920	Bess Baker, Maywood (Ill.) High School, Secretary
	R. K. Immel, University of Michigan, Treasurer
1921	Margaret Stedman, Univ. of W. Virginia, Secretary
	R. K. Immel, University of Michigan, Treasurer
1922	Lousene Rousseau, West. Mich. Normal Col., Secretary
	R. K. Immel, University of Michigan, Treasurer
1923	Henrietta Prentiss, Hunter College, Secretary
	R. K. Immel, University of Michigan, Treasurer
1924	Fredrica V. Shattuck, Iowa State College, Secretary
	R. K. Immel, University of Michigan, Treasurer
1925	J. Walter Reeves, Peddie Institute, Secretary
	H. L. Ewbank, Albion College, Treasurer
1926	Ottilie T. Seybolt, Smith College, Secretary
	H. L. Ewbank, Albion College, Treasurer
1927	Louis Eich, University of Michigan, Secretary
	H. L. Ewbank, Albion College, Treasurer
1928-1930	H. L. Ewbank, University of Wisconsin
1931-1939	G. E. Densmore, University of Michigan
1940-1945	R. L. Cortright, Wayne University
1945-1951	Loren Reid, University of Missouri
1951-1954	Orville Hitchcock, State University of Iowa
1954-1957	Waldo W. Braden, Louisiana State University
1957-1960	Owen M. Peterson, Louisiana State University
1960-1963	Robert C. Jeffrey, Indiana University
1963-	William Work

SEVENTEEN WHO MADE HISTORY— THE FOUNDERS OF THE ASSOCIATION

Andrew Thomas Weaver

(Reprinted from the April, 1959 *Quarterly Journal of Speech*)

Our life is like some vast lake that is slowly filling with the stream of our years. As the waters creep surely upward, the landmarks of the past are, one by one, submerged. But there shall always be memory to lift its head until the lake is overflowing.—*Alexandre Bisson.*

GO back with me to November 28th, 1913. The National Council of Teachers of English is holding its annual convention in Chicago. A committee reports the results of a survey of opinion among those teaching what we now call speech, concerning the advisability of forming a new national association. Forty-one have voted to remain in the English Council; and ten have expressed a preference for the existing Speech Arts Association. No action is taken.

One year later, November 27th, 1914, another ballot shows 57 for an independent association of teachers of public speaking, and 56 for continuing as a section of the English Council. A motion is made "That a National Association of Academic Teachers of Public Speaking be organized." A long debate ensues, and then, by a vote of 18 to 16, the motion is laid on the table. On the following morning, 17 men, representing 13 different institutions, vote unanimously to establish our Association.

It is intriguing to speculate on what must have happened along the way as the 113 who had voted on November 27th dwindled to 34, and then to 17. This strange shrinkage suggests the story of the executive who, in calling for a vote on a policy which he had proposed, said: "All those in favor please say 'Aye'; all those opposed, please say, 'I resign.'"

Believing with Sir Winston Churchill that the further backward we can look, the further forward we can see, I ask that you turn your eyes back half a century and contemplate with me those seventeen charter members to whom we owe so much. In doing this we are not concerning ourselves with the dead past which should be left to bury its dead; rather, we are seeking to make this present generation realize that it is riding on the shoulders of its forebears. Only thus can we assure the continuance of our growth, and, as John Buchan has said, pay our debt to the past by putting the future in debt to ourselves.

I suppose that I am the only person at this meeting who was present at the birth of our Association. I shall never cease to regret that when our great charter was drawn up, two score and four years ago, I failed to sign it. As Harold Blake Walker recently wrote, "The decisive battles of the world are fought between militant minorities, with the masses of men on the fence, watching the struggle." The one compensation that I have enjoyed for remaining on the sidelines on that historic occasion, is that my mistake has left me free to praise those intrepid ad-

Mr. Weaver (Ph.D., Wisconsin, 1927; LL.D., Carroll, 1946) is Professor of Speech at the University of Wisconsin. He was one of the earliest members of our Association, and for many years was Chairman of the Department of Speech at the University of Wisconsin. *The present paper was presented at a meeting of the SAA on December 30, 1958, during the convention in Chicago.*

venturers who there launched out on the wave of the future.

In these days of our professional prosperity, I wonder if we appreciate the climate of insecurity in which the teachers of our subject lived a half century ago. At the time of our founding, no college offered a major in our field, to say nothing of graduate study. Most of us worked in an environment of suspicion, hostility, or even contempt. The old Speech Arts Association was dominated by teachers of elocution and expression, and by platform entertainers. Those college teachers of public speaking who had sought refuge in departments of English had become convinced that they had but leaped from the griddle into the flames.

For the founders of The National Association of Academic Teachers of Public Speaking every term in that title had special significance. The organization was to be "national" rather than sectional. It was to be composed of "academic teachers" rather than artists and studio coaches. "Public speaking" was designed to make it clear that attention was to be focused on direct, communicative public address rather than on the half-horse-half-alligator antics of the elocutionists. Our founding fathers believed, almost passionately, that unless artificial and extravagant exhibitionism were abandoned, their courses could never win academic acceptance.

It has been said that no one has changed the course of history so much as historians. Though it was my privilege to know all our charter members personally, I am mindful of the inability of any single witness to make an impartial evaluation of any other person. Moreover, I am keenly aware of the perils of creative memory. Starting from this background of caution, let me characterize each of the seventeen. Reserving three of them for later treatment in somewhat ampler scope, I shall first present thumbnail vignettes of fourteen of the seventeen, taking them in alphabetical order.

Isaac Merton Cochran of Carleton College was born in 1872 and died in 1943. He was a public reader and actor of rare ability. Coaching orators and debaters was his favorite educational activity. A man of simple tastes and incorruptible integrity, he commanded the devotion of his students and the respect of his fellow citizens.

Arthur Loren Gates of Miami University (Ohio) was born in 1886 and died in 1940. He was a quiet reserved, and cultured gentleman. Although he was interested in the whole gamut of speech training, he was best known as a lecturer, interpreter, actor, and theatre director.

Joseph Searle Gaylord of Winona State Normal School was born in 1860 and died in 1956. Later in life he taught at Wisconsin and Northwestern. His special interests were psychology and pedagogy. He was blessed with phenomenal physical stamina and his long life was marked by an insatiable appetite for learning. He believed and taught that physical culture was prerequisite to all intellectual discipline.

Haldor Gislason of the University of Minnesota was born in 1875 and died in 1947. He was a native of Iceland. Modest, generous, and scholarly, he was greatly beloved as a teacher. Prior to 1914, as a working member of the Speech Arts Association, he had sought diligently to promote a transition from elocution to public speaking. He was a charter member of Delta Sigma Rho. He was also the first Secretary of our Association.

Harry Bainbridge Gough of DePauw

University was born in 1871 and died in 1945. He was an ordained minister. He is memorable for his kindliness and for his flawless courtesy in dealing with others. For forty years, he was identified with DePauw where he built a model college department. He was our eighth President.

Binney Gunnison of Lombard College was born in 1863 and died in 1946. He was a gentle little fellow, a stimulating teacher, and a successful platform artist. Later in life he became President of the School of Expression in Boston. He too was an ordained minister.

Clarion Dewitt Hardy of Northwestern University was born in 1877 and died in 1936. He was an unusually effective practitioner of the public speaking skills which he taught to business men and college students. Sincerity and forthrightness were his key virtues. He sent out the questionnaires which led directly to the founding of our Association. He was known as a good and faithful servant to the community in which he lived.

James Lawrence Lardner of Northwestern University was born in 1873 and still lives out in Skokie, near Evanston. He is a man of perfect urbanity and uncommon common sense. At Northwestern he served first as Professor of Public Speaking in the College of Liberal Arts and later as Professor of Literary Interpretation in the School of Speech. He was our third President.

Glenn Newton Merry of the State University of Iowa was born in 1886 and now lives in New York. He earned the first doctor's degree ever awarded for laboratory research in our field. Thus, he early exemplified the ideal of scientific scholarship about which others were writing and talking. At the 1917 convention, he introduced the resolution endorsing the use of the term Speech by departments and by the Association. In 1924 he left us to enter business administration. He was our first Business Manager and our seventh President.

J. Manley Phelps of the University of Illinois was born in 1891 and now lives in Chicago where he teaches at DePaul University. He has achieved notable success as the organizer of "Better Speech" and "Better English" institutes.

Frank Miller Rarig of the University of Minnesota was born in 1880 and now lives in retirement in Minneapolis. He is universally regarded as one of the most rugged and durable personalities in our profession. He has specialized in pedagogy and psychology. He believes that mental hygiene is the handmaiden of speech training. His name is forever synonymous, in our field, with the great university which he served so long and so well. He was our fourteenth President.

Lew Sarett of the University of Illinois was born in 1888 and died in 1954. He achieved a distinguished triple career as poet, lecturer, and teacher. He brought great gifts to our profession and we shall not look upon his like again. He taught persuasion and pedagogy at Northwestern. He served as Secretary of our Association in 1918-19.

Benjamin Carlton Van Wye of the University of Cincinnati was born in 1876 and died in 1940. He was a devout apostle of the doctrine that speech training should be provided for everyone and not restricted to the gifted few, and he did much to make this ideal one of the foundation stones in our professional philosophy.

Irvah Lester Winter of Harvard University was born in 1857 and died

in 1934. He was a conservative, Back Bay Bostonian to the core. His career was an interesting paradox. Up until 1914, he had staunchly maintained that all teachers of public speaking should be members of departments of English. Never, in all his years at Harvard, did he raise his voice for departmental autonomy, and he died happy in the thought that his courses were receiving regular English credit. Yet on that November day in 1914, he signed our declaration of independence and, in one shining hour, forgot himself into immortality.

Permit me to make it crystal clear that I intend no disparagement of others when I assign particular credit to three men who, in my opinion, played roles of special significance in organizing our Association. These three were: James Milton O'Neill of the University of Wisconsin, born in 1881 and now living in Lakeville, Connecticut; Charles Henry Woolbert of the University of Illinois, born in 1877 and died in 1929; and James Albert Winans of Cornell University, born in 1871 and died in 1956.

"Jim" O'Neill was the sparkplug of the rebellion. In my judgment, he more than any other man deserves the title, Father of our Association. Clear-headed, hard-hitting loving argument and controversy, he preached and practised a strategy of overwhelming assault against the entrenchments of whatever he considered wrong. Never dismayed by reverses, never plagued by doubts concerning the righteousness of his crusade, he drove straight forward to his goals. As was once said of another irrepressible optimist, "Show him an egg and instantly the air is filled with feathers." He was our first President and our first Editor.

"Charlie" Woolbert was the dynamo of the revolution. I think that he possessed the most fertile and original mind among the seventeen. His writing, profound and prolific, is a rich professional heritage. He was a typical nonconformist, intellectually inquisitive, quick-tempered, and at times tactless, but always contagiously enthusiastic and in dead earnest. A dedicated disciple of the truth as he saw it, he was an amazingly effective evangelist for the causes to which he committed himself. Having been frustrated in every attempt to win independence for Speech at Illinois, he spent his final days in the well-established department at the State University of Iowa. He was our fourth President and our second Editor.

"Jim" Winans was the balance wheel of the movement. Cautious, conservative, a bit negatively suggestible, preferring subtle and indirect methods in attaining his objectives, he was, nevertheless, capable of a withering blast of rhetoric against ideas and proposals uncongenial to him. As a member of the Speech Arts Association, for a decade he had campaigned against the crimes and misdemeanors of the elocutionists. His intimate and accurate knowledge of the contemporary currents running in the academic world was an immense asset to our organization in its formative years. His was the clearest voice raised in support of the thesis that research was prerequisite to recognition in the university world. His was one of the authentic seminal minds among the seventeen; he was content to sow the seeds of scholarship in his students and then patiently wait for the maturing harvest. He was our second President.

O'Neill, Woolbert, Winans—what a triumvirate! Articles such as O'Neill's "The Professional Outlook," Woolbert's "The Place of Logic in a System of Per-

suasion," and Winans' "The Need for Research" should be required reading for all who seek to orient themselves to the modern Speech world.

The average age of the seventeen was 36: Phelps the youngest, was 23; Winter, the oldest, was 57. They represented: 4 liberal arts colleges; 4 state universities; 3 private universities; and 1 normal school. All of the institutions were in the East and the Middle West; none were in the Deep South or the Far West. Seven of the seventeen became presidents of the Association; two served as editors; two, as secretaries; and one, as treasurer. The first of the seventeen to die was "Charlie" Woolbert who left us in 1929 at the age of 52. The latest to go was "Jim" Winans, in 1956, at the age of 85. Of all those now deceased, the one to live the longest was Joseph Gaylord, who at the time of his death in 1956, was 96. Five of the seventeen—Lardner, Merry, O'Neill, Phelps, and Rarig—are still living.

These seventeen founding fathers watched over our cradle in the days when we were weak. They sacrificed time, energy and money in our behalf and they induced others to do likewise. Not the least of their talents was their ability to recruit and inspire followers. Because of what they said and did, education in America acquired a new dimension.

In December 1915 we had a total of 156 members, our dues were $2.00, the convention fee was $1.00, 16 people appeared on the program, and the treasurer reported a deficit of $508.69 with loans from members amounting to $479.

In these days when thousands throng our convention halls and attempt to follow a ninety-page program of events, we are prone to fall into the delusion that all our progress has been automatic and inevitable. When we are tempted to take our heritage for granted, we well may ponder the poignant words of George Washington, spoken as he mourned the death of his soldiers slain in a pathetic little raid to secure corn for their starving comrades: "This liberty," he said, "will seem easy by and by when nobody has to die to get it."

The history of mankind bears eloquent testimony to the fact that a mere handful of men who are obedient to a great vision can shake the world. So it was with the seventeen. They were men of foresight and courage. They established a beach-head on a bleak and barren coast, and they held it and expanded it under the guns of the enemy. They were not of those who shrink back; they had what it took!

Time has thinned their ranks. In vain our eyes search the convention crowds for the once familiar faces, and our ears strain to catch the clear voices to which we were wont to listen in other days. It is good for us to pause now and then and commune with the spirits of those who have climbed aloft and with those few who are still with us in the flesh. As we draw upon their strength and wisdom, we assure ourselves that our past will be but prologue to the swelling theme of the future which now beckons us forward.

EDITORS OF THE ASSOCIATION JOURNALS

EDITORS OF THE QUARTERLY JOURNAL OF SPEECH

1916-1920	J. M. O'Neill, University of Wisconsin
1921-1923	C. H. Woolbert, University of Illinois
1924-1926	John Dolman, Jr., University of Pennsylvania
1927-1929	E. L. Hunt, Swarthmore College
1930-1932	A. T. Weaver, University of Wisconsin
1933-1935	Hoyt H. Hudson, Princeton University
1936-1938	Claude M. Wise, Louisiana State University
1939-1941	Giles W. Gray, Louisiana State University
1942-1944	W. Norwood Brigance, Wabash College
1945-1947	Karl R. Wallace, University of Virginia
1948-1950	H. F. Harding, Ohio State University
1951-1953	Bower Aly, University of Missouri
1954-1956	Wilbur Samuel Howell, Princeton University
1957-1959	Donald C. Bryant, State University of Iowa
1960-1962	Richard Murphy, University of Illinois
1963-	Marie Hochmuth Nichols, University of Illinois

EDITORS OF SPEECH MONOGRAPHS

1930-1932	H. A. Wichelns, Cornell University
1933-1941	C. T. Simon, Northwestern University
1942-1947	R. H. Wagner, Cornell University
1948-1950	Lester Thonssen, College of the City of New York
1951-1953	Franklin H. Knower, Ohio State University
1954-1956	J. Jeffery Auer, University of Virginia
1957-1958	Howard Gilkinson, University of Minnesota
1958-1959	John Black, Ohio State University
1960-1962	Douglas Ehninger, University of Florida
1963-	Wayne N. Thompson, University of Illinois

EDITORS OF THE SPEECH TEACHER

1952-1954	Dallas C. Dickey, University of Florida
1955-1957	Henry L. Mueller, University of Illinois
1958-1960	Karl Robinson, Northwestern University
1961-1963	Gladys Borchers, University of Wisconsin
1964-	Hugh F. Seabury, State University of Iowa

A HISTORY OF THE SPEECH ASSOCIATION OF AMERICA, 1914-1964

Robert C. Jeffrey

(Reprinted from the December, 1964 *Quarterly Journal of Speech*)

1. Introduction

IN the long history of the civilized world, fifty years is but a speck of time. Yet there are those who measure success and failure in periods far shorter than that. In the year 1964 the Speech Association of America has the opportunity to look back over fifty years of life in an attempt to assess its accomplishments and perhaps to weigh its shortcomings. What greater value can history serve?

The founding of the Speech Association of America resulted from the vision and earnestness of a few men. Much has been written of the seventeen founders of the association[1] and the circumstances surrounding the decision to separate from the National Council of Teachers of English. Let it simply be recorded here that the seventeen charter members of the organization were not unopposed in their undertaking. On November 27, 1914, thirty-four members of the Public Speaking Section of the National Council of Teachers of English met in Chicago during the NCTE convention to debate a motion that the teachers there present organize a National Association of Academic Teachers of Public Speaking to meet independently of, but simultaneously with, the National Council of Teachers of English. After considerable debate the motion was laid on the table by a vote of 18-16. On Saturday morning, November 28, a group of seventeen teachers of public speaking met and again discussed the wisdom of organizing an independent organization to serve the needs of the public speaking teacher, and unanimously they voted to organize The National Association of Academic Teachers of Public Speaking.

Scattered through the early correspondence, and in the publications of the association, were references to the frictions that brought about the schism with the National Council of Teachers of English. Members of departments of speech, and individual teachers within English departments, at all levels of education, desired to disassociate themselves from the nonacademic teachers of elocution. These teachers sought academic status through academic approaches to teaching speech. The NCTE would not accede to the desires of these teachers to plan and present separate programs at the convention. Thus, the infant organization was given breath and purpose.

2. Publications and Services

Acting upon the first designated purpose of the new organization—to promote research and more effective teaching—the seventeen founders established

Mr. Jeffrey, Assistant Professor of Speech at Indiana University, served as Executive Secretary of SAA from July 1960 to June 1963. *Except where specifically noted, the information in this history was gathered from correspondence, minutes, and official documents found in the Archives of the Speech Association of America now located in the national office in New York City.*

[1] Andrew T. Weaver, "Seventeen Who Made History," *QJS*, XLV (April 1959), 195; and Giles Wilkeson Gray, "The Founding of the Speech Association of America: Happy Birthday," *QJS*, L (October 1964), 342.

the Committee on Research Work with six members, and appointed the Executive Committee to serve as the Publication Committee, its first duty to publish *The Quarterly Journal of Public Speaking*. This group also set November 26-27, 1915, as the dates of the first full convention. The fee for membership was $2.00 plus a $1.00 registration fee for the first year.

The first title given the association clearly indicates the desire of the founders to establish themselves apart from the peddlers of discredited methods of elocution: Academic Teachers of Public Speaking. By 1917, however, "Departments of Speech" had grown in number, and the name of the association was changed to identify more closely with departmental titles and the varied and diverse interests and activities of its members. "Speech" was substituted for "Public Speaking." It was not until the convention of 1945 that the name of the association officially became The Speech Association of America, and it was so incorporated in 1950.

The Publication Committee appointed in November, 1914, was quick to realize its responsibilities, and the first issue of *The Quarterly Journal of Public Speaking* bore the date April, 1915, just five months following the organizational meeting. The name of the journal changed twice in accordance with the change of name of the association, and for substantially the same reasons. The same year that the word "Speech" was substituted for "Public Speaking" in the name of the association, the title of the journal became *The Quarterly Journal of Speech Education*. From 1917 until 1928 the number of research papers submitted and published so increased in proportion to those in pedagogy that "Education" was too limited to denote the progress away from a purely pedagogical conception in the field. In consideration of the increasing proportion of research writing, "Education" was dropped from the title in 1928, and it has since been titled *The Quarterly Journal of Speech*.

During the first year of operation, the association acquired 160 members, published three issues of *The Quarterly Journal*, held a national convention, and reported a net loss in operations of $275.50. Of that deficit, $250.00 was a loan from the First National Bank of Iowa City, and the remaining $25.50 was borrowed from members.

According to plan, the first convention of the association was held in Chicago on November 25-27, 1915. All of the meetings were held in the Florentine Room of the Congress Hotel, while the meetings of the National Council of Teachers of English met simultaneously in the Auditorium Hotel. Delegates were housed at the Congress Hotel at the following rates: one person, room with detached bath, $2.00; room with private bath, $3.00; two persons, room with detached bath, $3.00; room with private bath, $5.00; suites for more than two persons at proportionate rates. These are not exactly scalpers' prices as we look back fifty years.

The program of the first meeting reflects many of the problems faced and discussed today. Problems of research in the field were evident, as will be seen in the program reproduced below.

PROGRAM

THURSDAY EVENING, NOVEMBER 25

Committee Meetings, Informal Conferences, etc.

FRIDAY MORNING, NOVEMBER 26

9 o'clock

President's Address: "The Professional Outlook"
J. M. O'Neill, University of Wisconsin.

"The Freshman Course in Public Speaking"
W. J. Kay, Washington and Jefferson College, Pennsylvania, president of the Eastern Public Speaking Conference.
Discussion: Dean Frances Tobey, Colorado State Teacher's College.
Open Discussion.
"The Oratorical Contest—A Shot in the Dark"
R. B. Dennis, associate director, School of Oratory, Northwestern University, Illinois.
Discussion: W. P. Daggett, University of Maine.
Open Discussion.
"The Technique of Stage Management"
A. M. Drummond, Cornell University, New York.
Discussion: A. G. Arvold, North Dakota Agricultural College.
Open Discussion.

FRIDAY AFTERNOON

No meeting. The Public Speaking Section of the National Council of English Teachers will be in session at the Auditorium Hotel, 2:30 P.M.

FRIDAY EVENING
8 o'clock

A series of definite resolutions on the following topics will be presented, discussed, and voted upon. The results will be recorded and published as the official action of the National Association. Each resolution will be a definite answer to the question dealt with.

WHAT ACTION OUGHT THE NATIONAL ASSOCIATION TO TAKE IN REGARD TO:

1. Standardized Rules for Intercollegiate Debate?
Dr. D. W. Redmond, College of the City of New York.
2. The Improvement of Speaking Contests in the High Schools?
Miss Helen Austin, Central High School, St. Paul, Minnesota.
3. College Entrance Requirements in Reading and Speaking?
H. H. Wade, Mercersburg Academy, Mercersburg, Pennsylvania.
4. The Practice of Publishing and Distributing Briefs, Outlines, Speeches, etc. to Debating Teams in Schools and Colleges?
V. A. Ketcham, Ohio State University, Columbus, Ohio.
5. The Establishment of a Summer School for Teachers?
I. L. Winter, Harvard University, Cambridge, Massachusetts.
6. The Standardization of Elementary Courses in Colleges and Universities?
Mrs. Alice W. McLeod, University of Montana, Missoula, Montana.

A Buffet Supper and Reception will follow the completion of this program.

SATURDAY MORNING, NOVEMBER 27
9 o'clock

"Interpretative Presentation versus Impersonative Presentation"
Miss Maud May Babcock, University of Utah, Salt Lake City, Utah.
Discussion: S. H. Clark, University of Chicago, Chicago, Illinois.
Open Discussion.
"Research Problems in Voice and Speech"
Dr. Smiley Blanton, University of Wisconsin, Madison, Wisconsin.
Discussion: J. W. Wetzel, Yale University, New Haven, Connecticut.
Open Discussion.
"Research Problems in the Science of Speech Making"
J. S. Gaylord, Winona Normal School, Winona, Minnesota.
Discussion: George McKie, University of North Carolina, Chapel Hill, North Carolina.
Open Discussion.

SATURDAY AFTERNOON
2:30 o'clock

Business Meeting. Open only to members of the National Association.

It should be noted that papers were presented in the area of stage management and interpretation. The central focus on academic public speaking versus elocution was short-lived. The various aspects of speech (theatre and drama, interpretation, speech science) were manifest in the association's first year of life.

The struggles in the early years involved simple problems of numerical growth and financial solvency. The association publication was financed by the sale of advertising, a practice continued to the present day. Basic subscription (membership) rates increased from $2.00 to $2.50 annually in 1921. The first increase of basic membership fee and subscription to the journal was

followed by several others until reaching its present rate of $10.00 in 1962.

After requests from many members, a *Directory* of the association was first printed in *The Quarterly Journal* in 1920, at which time membership numbered 700. It was thought to be a necessary tool for ease and effectiveness of communication among persons interested in speech. The *Directory* appeared in *The Quarterly Journal* through 1925. Since the membership had increased to 1,100 in that year (including two members from Canada and one each from Hawaii, England, Scotland, and Norway), and because of the demand for more information about each member than simply his name and institutional affiliation, a separate *Directory* was inaugurated in 1926. The *Directory of the Speech Association of America* has now grown to a volume of almost six-hundred pages, and includes such information about each member as name, school or business title and address, home address, degrees and when and where they were received, major interests, interest group affiliations, and the year of original membership. Additional information pertinent to the profession and to the association is also provided.

The year 1925 found other significant changes in the association. The convention of that year was one of the most memorable in the organization's history. One hundred and sixty-six delegates met in New York City on December 29, 30, and 31. A special dinner conference on Graduate Study in Speech was held at the Hotel McAlpin on December 30, and it was recorded that the session lasted into the early hours of December 31. Four general problems were considered: (1) problems of administration, (2) the use of laboratory and clinic in graduate work, (3) the use of the auditorium and theatre in graduate work, and (4) the use of the national association in furthering the development of graduate work. The need for a separate journal to encourage the publication of research material was discussed and a committee of Herbert A. Wichelns, Alexander M. Drummond, Edward C. Mabie, Ray K. Immel, John Dolman, Jr., and James M. O'Neill was appointed by James M. O'Neill, serving as chairman, to consider ways and means of financing the publication of more advanced materials. The committee subsequently met and recommended to the association: (1) no separate publication for the present, (2) an increase in the size of *The Quarterly Journal* whenever necessary for the publication of research material on hand, and (3) the formation of a permanent committee consisting of representatives of Cornell, Iowa, and Wisconsin (the universities then giving the Ph.D. in speech), the president and the editor, to pass upon such special material, and to finance the extra pages. The committee functioned well in 1926, and the November issue of *The Quarterly Journal* of that year carried two research papers. They were the first of a series of monographs in speech education and were made available in reprints with separate covers. They were, of course, Robert West's, "The Nature of Vocal Sounds," and Giles Gray's, "The Vibrato in Speech."

One other action of the delegates at the 1925 convention should not go unnoticed. Mr. West of the University of Wisconsin offered the following resolution:

> Be it resolved that the Association favors the organization, within its group, of semi-autonomous daughter organizations having memberships limited by the qualification appropriate to the several special arts and sciences represented in the Association.

Following considerable discussion the resolution was ultimately referred to the Advisory Committee for the following year; even this action was significant for it is the first expression of a desire to divide into special interests within the association. The inevitable bifurcation process had been introduced.

The need for an additional journal dedicated to the publication of research papers, first discussed in 1925 was not forgotten. In every convention following, the need found expression and the solution its advocates. In 1930 the Council voted to recommend the revision of the constitution to provide for sustaining memberships at $10.00 a year. Sustaining members were to receive all of the publications of the association issued within the period covered by the membership, but with the understanding that the association was not committed to issue any definite number of publications. The funds derived from this source were to be left in the hands of a special committee working on the details of publishing the research studies. The association adopted the amendment at the business meeting on December 31, 1930, and the new classification attracted 88 members in the first year. The depression took its toll, however, and the number dropped to 64 in 1932, and to 34 in 1933. It increased again in 1934 to 52 members, and in September of that year the first issue of *Speech Monographs* rolled off the press. The income from the Sustaining Memberships, and a contribution of $250.00 from the Eastern Public Speaking Conference, made the dream of 1925 a reality. *Speech Monographs* was a single-issue volume through 1947 (with the exception of two issues in 1946), two issues in 1948, three in 1949, and since 1950 it has been a quarterly publication of the association.

Along with the introduction of *Speech Monographs* in 1934 was the inauguration of the Teacher Placement Service. The profession was growing rapidly, and there was a need for a central location in which a list of vacancies and new teaching positions in speech could be compiled, and from which names of those people academically qualified to fill the positions could be made available to hiring officers. From its inception the SAA Teacher Placement Bureau has been the greatest practical service offered to its members. In the files of that bureau today are folders of the charter members containing their academic credentials, recommendations, and teaching records. Similar files are available for members since that first year. The service is a noncommission and nonprofit one, and has been available since 1934 to members of the SAA upon payment of a nominal fee ($1.00 in 1935, $10.00 in 1964). For that fee, the association collects credentials of its members, prepares folders containing personal data, record of education, experience and honors, and recommendations. Should the member decide not to use the Placement Service in any one year, his papers are held in an inactive file from which they may be reactivated and brought up to date at any time. Monthly description lists of vacancies are sent to the members, and letters of application are forwarded promptly upon request of the member or a prospective employer. The Placement Service also operates a desk at the annual conventions and arranges appointments for interviews between its members and employing officers from any institution seeking speech teachers.

The SAA Teacher Placement Service is one of the finest noncommercial

agencies, and annually persons from other associations visit the national office to study the service as a model for initiating similar operations. In the thirty years of its operation, the service has grown from 430 enrollees in its first year to well over 1,000 currently.

In 1940 the first Index to the various publications of the SAA was prepared. It contained the Table of Contents for the first thirty-nine volumes of *The Quarterly Journal of Speech* and the first six volumes of *Speech Monographs*. The *Index and Table of Contents* is now published biennially.

Though the association was composed from the outset of teachers from secondary and elementary schools as well as colleges and universities, the numbers in the former groups were small in proportion to those in the latter. By 1932 the memberships from the secondary school level had grown significantly, and there was an expressed need to serve those members better, and thus also to attract additional high school teachers. Consequently, *The Speech Teacher* was initiated in that year. It was the purpose of the new quarterly publication to make available to the public school teachers articles that would assist them in teaching the subject matter of speech, pedagogical aids as well as points of view. It has so grown in popularity since 1932 that it now almost equals the circulation of *The Quarterly Journal of Speech*, and continues to be oriented toward public school teacher needs.

A new and commendable function of the Speech Association of America came to fruition in 1943 when the two volumes of *History and Criticism of American Public Address* were published, edited by William Norwood Brigance. Since 1914 the SAA Executive Council hoped to promote the publication of professional volumes under the auspices of the association. The Brigance volumes led the way. In 1955 a third volume of *History and Criticism*, edited by Marie Hochmuth Nichols, took its place on the shelves of private and public libraries. In addition to these volumes, a *History of Speech Education in America*, edited by Karl R. Wallace, was published in 1954; and J. Jeffery Auer edited *Antislavery and Disunion*, a series of studies in the rhetoric of compromise and conflict, published in 1963. There are currently five other volumes in preparation, and to be published under the auspices of the association. Sponsoring such scholarly publications is a direct response to the original purpose of the association: "to promote and encourage research work" and publication.

The growth of services to members by the Speech Association of America in the first fifty years has been outstanding. Since the publication of *The Quarterly Journal of Public Speaking* in 1915, there have been added *Speech Monographs* in 1934, the Teacher Placement Service in 1935, sponsorship of scholarly books starting in 1943, *The Speech Teacher* in 1952, and occasional smaller but valuable publications throughout the period. The business of the association was conducted by men with the same wisdom and vision generated by the founders. Of necessity during the five decades, the structure of the association was forced to change occasionally to fit the growing number of members and the assumption of new responsibilities. Our attention should be turned now to these two factors of growth.

3. Organization and Membership

The membership growth and the financial fortunes of the Speech Associa-

tion are inseparably bound together, for the bulk of finances has always been derived from membership fees. The association started with 160 members in 1915, reached the 1,000 mark ten years later in 1925, and rose to 3,000 in the next ten years. (See Table I.) Correspondingly, the gross income for the association advanced from $1300 in 1916 to almost $4,000 in 1925 and $12,000 in 1935. (See Table II.) The member-income relationship is immediately apparent. The association grew slowly at the outset, then picked up momentum and became an active force in the academic world within twenty years of existence.

Larger membership figures would be indicated in Table I except for the withdrawal of several subsidiary, subject-matter-oriented groups throughout the history of the Speech Association of America. The growth and specialization of professional interests resulted in decentralization of organization and administration within the SAA. This movement had its origin in the 1920's, and led to the organization of the American Speech Correction Association which held a separate convention in 1933. Now the American Speech and Hearing Association, it holds separate conventions annually and has over 9,000 members. A second such group is the American Educational Theatre Association, established in 1936. It has since held separate conventions, though joint conventions with the SAA were common until 1960. With these two major withdrawals from the SAA, the membership growth through the 1930's is the more remarkable.

Tables I and II reveal a steady increase in both membership and resources with slight variations during the depression years, and a marked plateau during the years of World War II. It should be noted, however, that the Speech Association contributed to the war effort in two actions taken by the

TABLE I
ANNUAL TOTALS OF MEMBERSHIP

Year	Number of Members	Year	Number of Members
1915	160	1940	3265
1916	210	1941	*
1917	287	1942	3974
1918	390	1943	3410
1919	482	1944	*
1920	700	1945	3579
1921	635	1946	*
1922	880	1947	4025
1923	863	1948	4091
1924	910	1949	5168
1925	1100	1950	*
1926	1130	1951	*
1927	1240	1952	5719
1928	1300	1953	6240
1929	1290	1954	6002
1930	1520	1955	6297
1931	1600	1956	6994
1932	1959	1957	6420
1933	1639	1958	*
1934	2161	1959	7731
1935	3031	1960	7366
1936	3818	1961	6989
1937	4049	1962	7319
1938	4395	1963	6775
1939	3917		

*No report available.

TABLE II
SAA GROSS ANNUAL INCOME

Year	Income	Year	Income
1916	$ 1,359.88	1943	$ 15,202.33
1917	948.35	1944	17,135.80
1922	3,737.17	1945	18,418.10
1923	2,452.27	1946	20,703.31
1924	2,858.18	1947	30,047.45
1925	3,905.54	1948	32,475.80
1926	3,858.91	1949	41,038.74
1927	4,989.77	1950	53,237.97
1928	5,017.09	1951	53,334.33
1929	6,022.19	1952	47,488.72
1930	5,712.59	1953	48,655.65
1931	3,379.54	1954	49,297.47
1932	4,174.23	1955	54,425.22
1933	5,139.21	1956	66,264.91
1934	8,582.99	1957	71,329.97
1935	12,060.80	1958	67,044.53
1936	14,362.70	1959	75,237.80
1937	14,298.08	1960	79,163.25
1938	17,248.58	1961	87,117.14
1939*	7,144.88	1962	102,170.71
1940	17,500.00	1963	136,824.17
1942	15,885.07	1964	137,068.63

*The fiscal year changed from January 1-December 31 to July 1-June 30. This is a six-month report.

Executive Council at the 1942 convention meeting in Chicago. The first action was on a motion made by Giles W. Gray that the council endorse the action of the business office in extending to members in the armed services free extensions of their memberships for the duration. The motion was unanimously carried. Thus, those members maintained continuous membership while on active duty. The second action was on a motion made by Louis M. Eich that the council endorse a policy of offering a two-year sustaining membership in return for a war bond of $25.00 maturity value. (The cost of the bond was $18.75, and the annual sustaining membership fee at that time was $10.00.) Eich's motion also carried unanimously. This policy served to encourage the sale of war bonds, and at the same time placed a quantity of interest-bearing bonds in the assets of the association. Both of these actions tended to keep the membership at a steady level.

Since the war, both membership and income of the association have experienced a steady and healthy development, though the percentage of income growth has exceeded the percentage of membership growth. This situation occurred partially from increases in membership fees, but also from the various other income-producing ventures of the association such as special publications and Teacher Placement Service memberships.

In its first twenty years, the primary activities of the national office and the officers of the association were promotion of membership, solicitation of advertising for the purpose of publishing *The Quarterly Journal*, the all-important task of promoting research for publication, and the planning of an an-

TABLE III
ANNUAL TOTALS OF ATTENDANCE AT CONVENTIONS

Year	City	Attendance	Year	City	Attendance
1915	Chicago	60	1940	Washington‡	906
1916	New York	80	1941	Detroit†‡	699
1917	Chicago	87	1942	Chicago†	394
1918	No Convention held		1943	New York‡	359
1919	Chicago	105	1944	Chicago†	543
1920	Cleveland	*	1945	Columbus, Ohio†‡	574
1921	Chicago	*	1946	Chicago†‡	1268
1922	New York	115	1947	Salt Lake City†‡	669
1923	Cincinnati	175	1948	Washington	1374
1924	Evanston	216	1949	Chicago†‡	2139
1925	New York	177	1950	New York‡	1931
1926	Chicago	314	1951	Chicago†‡	1948
1927	Cincinnati	212	1952	Cincinnati‡	1185
1928	Chicago	354	1953	New York‡	1581
1929	New York	400	1954	Chicago	*
1930	Chicago	508	1955	Los Angeles‡	1250
1931	Detroit	430	1956	Chicago‡	1615
1932	Los Angeles	378	1957	Boston‡	1206
1933	New York	443	1958	Chicago‡	1775
1934	New Orleans	385	1959	Washington‡	1644
1935	Chicago†	914	1960	St. Louis	1226
1936	St. Louis†	659	1961	New York	1331
1937	New York‡	935	1962	Cleveland	1354
1938	Cleveland†‡	803	1963	Denver	1028
1939	Chicago†‡	1001			

*No report available.
†Joint meeting with the American Speech and Hearing Association (formerly the American Speech Correction Association).
‡Joint meeting with the American Educational Theatre Association.

nual convention. (See Table III.) Those responsible for the sound position of the association throughout the early developmental stages were dedicated persons, as have been all of the officers since.

The basic structure of the SAA is best revealed in the constitutional provisions. The original constitution was drafted by James A. Winans, Thomas C. Trueblood, B. G. Nelson, Joseph S. Gaylord, and Frank H. Lane, who served as chairman. It is reproduced below:

CONSTITUTION OF THE NATIONAL ASSOCIATION OF THE ACADEMIC TEACHERS OF PUBLIC SPEAKING

ARTICLE I

The name of this organization shall be the National Association of the Academic Teachers of Public Speaking.

ARTICLE II

The management and control of this Association shall be intrusted to the following officers: president, vice-president, secretary, treasurer; and an editorial board composed of an editor, three associate editors, and a business manager, who shall be treasurer of the Association.

BY-LAWS

ARTICLE I

Election of Officers

Section 1. The officers of this Association shall be elected at the annual meeting.

Sec. 2. The officers of this Association shall serve for one year and shall act as an Executive Committee in conjunction with the chairman of the Public Speaking Section of the National Council of Teachers of English and the editor of *The Quarterly Journal of Public Speaking*.

ARTICLE II

Duties of Officers

Section 1. The President, or in his absence, the Vice-President, shall preside at all meetings, and shall have general supervision of the affairs of the Association.

Sec. 2. The Secretary shall keep the minutes of the meeting and prepare a memorandum for the use of the President.

Sec. 3. The Treasurer shall be custodian of the Association funds, which he may pay out on the order of the President. He shall take vouchers for all disbursements of money and shall return and file them, and keep an account of all receipts and expenditures. He shall report at the annual meeting of the Association, and his report shall be properly audited by a committee chosen by the Association.

ARTICLE III

Committees

Section 1. The officers of the Association and the chairman of the Public Speaking Section of the National Council of Teachers of English and the editor of *The Quarterly Journal of Public Speaking* shall constitute the Executive Committee.

Sec. 2. There shall be a Research Committee composed of seven members.

Sec. 3. There shall be a Membership Committee composed of three members.

ARTICLE IV

Membership

Section 1. The following are eligible to membership in this Association:

A. Any teacher engaged in giving regular academic courses in separate and independent departments of public speaking in universities, colleges, normal schools, or secondary schools in the United States.

B. Any teacher giving such courses in universities, colleges, and normal schools in any department other than the department of public speaking.

C. Any member of a secondary-school faculty whose work is primarily or exclusively in public speaking, regardless of departmental organization.

D. Any person not included in A, B, or C whose application for membership shall be favorably acted upon by the Membership Committee.

ARTICLE V

Dues

Section 1. The annual dues shall be $2.00, and, in addition, a registration fee of $1.00, payable at the annual meeting.

ARTICLE VI

Meetings

Section 1. The time and place of the next annual meeting shall be determined each year at the annual meeting.

Sec. 2. The members present at any regular meeting shall constitute a quorum.

ARTICLE VII

Amendments

Section 1. Amendments of the Constitution or of the By-Laws may be made at any meeting of the Association upon a two-thirds vote of the members present; provided, that notice has been given to members one month in advance.

The significant Articles are: II (Constition), which places control and management in the hands of eight persons; III (By-Laws), which establishes three committees; and IV (By-Laws), which opens membership to all persons interested in promoting speech as an academic discipline. (Note Section 1, D.) The association has continued the policy of open membership through its fifty-year history.

The basic structure of the association was not significantly modified for almost forty years, though many amendments of a business nature were made. Between the times that the American Speech and Hearing Association and the American Educational Theatre Association withdrew from the parent organization, and 1950, there were increasing numbers of specialized groups seeking ways within the association to expand their influence and to communicate their needs. The National Society for the Study of Communication and the American Forensic Association both organized outside of the SAA in 1949 and 1950, respectively; and persons specializing in interpretation were threatening to separate from the SAA. The potential splintering of other special interest groups from the parent organization led Bower Aly to write to Wilbur E. Gilman in January, 1952:

> Our Association is in such critical condition that the governance of our Association ought to be undertaken by the wisest men among us, chosen with the greatest possible care and without any unnatural inhibitions such as the new proposal would set up.

The concern of the officers of the association was manifest at the 1950 New York convention with the appointment of a special Committee to Study the Status of Affiliated Organizations. It was further manifest in the presidential address at the 1951 convention in Chicago, when Wilbur E. Gilman clearly outlined the problems of the specialized interests within the association and suggested a way to arrive at "Unity in Diversity," the title of his address. The speech was later published in part in the April, 1952, issue of *The Quarterly Journal of Speech*, and it became the base from which reorganization was discussed.

Not only were affiliated organizations a concern, but the relationship between the regional associations and the national was not clear. This confusion led to a "Roundtable on the Problem of Unity and/or Diversification in the Development of Our Regional and National Groups," held in Chicago on Friday, April 15, 1952, during the annual convention of the Central States Speech Association. The Roundtable was chaired by Kim Giffin and included the following persons: Bower Aly, Paul Bagwell, Rupert L. Cortright, Charles P. Green, Ben Henneke, Barnard Hewitt, Orville A. Hitchcock, John V. Irwin, Wendell Johnson, Leroy T. Laase, N. Edd Miller, Paul Moore, Claude M. Wise, Forest L. Whan, and L. E. Davis. The group generally approved the Gilman plan presented in his "Unity in Diversity" article with

certain minor reservations. It is interesting to note that the group included leaders from the affiliated organizations as well as the Central States regional association.

The first significant contribution toward a solution of the problems facing the national association resulted from the work of the *ad hoc* Committee to Study the Status of Affiliated Organizations. The committee was composed of Paul Bagwell, W. Norwood Brigance, Barnard Hewitt, Orville A. Hitchcock, Wendell Johnson, Loren Reid, and Alan H. Monroe, chairman. In response to Monroe's request that the members of the committee attempt to identify the problem, Brigance was perhaps the most incisive:

> The field of speech is a functional one, and not structural. It covers many structural activities drawn from the fields of psychology, English, physics, political science, and a half-dozen more. It ranges from almost pure art at one end to a highly technical science at the other end. The professional language of some of our members is not at all understandable to others in a different area of our field. In expanding our activity we have poached on the domain of every field of learning in sight, always with the eye of doing what these other groups were not in a position to do: apply the knowledge to a human communication. This being true, I predict that we can expect a reasonable further increase in the number of new organizations. Our strength should be in pointing out that each of these organizations needs to stand in definite relationship to the Speech Association of America, that taken alone each will be too small to count, that by having membership also in our organization their members will find the strength of union.

The report of this committee and the speech by Wilbur Gilman at the 1951 national convention led the Executive Council to appoint an *ad hoc* Committee on Structure composed of Orville A. Hitchcock, Helen G. Hicks, Ralph G. Nichols, John W. Keltner, Hugo E. Hellman, Barnard Hewitt, Forest L. Whan, Wendell Johnson, Mack Steer, Claude M. Wise, John W. Black, Lionel P. Crocker, and H. Phillip Constans, with Paul Bagwell, executive vice-president of the SAA, as chairman. The first action of this committee was to invite responses to Gilman's article on "Unity in Diversity," and those responses were published in the October, 1952, issue of *The Quarterly Journal of Speech*. Thus, close attention was focused on the problem, and high interest in it was generated.

The Committee on Structure worked tirelessly during 1951 and 1952, the mails filled with correspondence between its members. It reported at the 1953 convention in New York with the recommendation that a special committee be appointed to work out the details of constitutional revision necessary to implement the committee proposals. The proposals in general were: (1) to establish a policy-making legislative body with representatives from regional organizations, special interest areas within the SAA, affiliate organizations and members at large; and (2) to establish an administrative body composed of officers of the SAA, one representative from each of the area interest groups, and one representative from each of the affiliated associations.

A Constitutional Revision Committee was appointed, consisting of Paul Bagwell, W. Norwood Brigance, Rupert L. Cortright, Wilbur E. Gilman, and Magdalene E. Kramer, chairman. The committee published its report in the October, 1954, issue of *The Quarterly Journal of Speech*, and it was adopted by appropriate action at the 1954 national convention in Chicago. The new constitution gave recognition to the various specializations within the field of speech by establishing Interest Groups entitled to have their own

officers, access to funds of the association for promoting professional activities, and the power to arrange and sponsor certain programs at the SAA national convention. Thus, the crisis of fractionalism was resolved in the mid-century by the quick action of those who saw the problem and had the courage and wisdom to avert apparent disunity.

The new constitution and structure of the association brought with it new challenges. One of those challenges centered in the office of the executive secretary. For the first eight years of association history, the business of the association was conducted primarily by a treasurer and a secretary. By 1928 it became necessary to combine the positions to offer continuity and place responsibility more directly. Henry L. Ewbank was the first person to hold the title of executive secretary of the SAA. The improvements made in the financial holdings of the association can be inferred by a comment once made by James A. Winans. Winans reported that in 1916 he accompanied Howard S. Woodward, then treasurer of the association, to settle with the hotel at the end of the convention. "The bill made him scan his checkbook," Professor Winans observed; "I think he had $2.37 left." Winans further related that upon visiting the national headquarters in Columbia, Missouri, three decades later, he was amazed at the establishment, with its desks, filing cabinets, ledgers, typewriters, and its assortment of beautiful and efficient secretaries. It led him to remark wistfully, "Once I walked down Michigan Boulevard with the total assets of the Association in my coat pocket."

The adolescent years of the 1930's and 1940's required more time to be devoted to the financial and other business affairs of the association. With modest remuneration the executive secretaries served on a part-time basis, mostly with no time released from regular university duties. By 1956 the job of administering the business of the association became too burdensome for a part-time executive secretary. Consequently, a committee was appointed to investigate the possibilities of hiring a full-time executive. The committee felt it economically unfeasible at that time, and no action was taken. In 1959 another committee was appointed with the same task, and again it reported that lack of funds prevented the transition to a full-time manager, but did recommend that the next executive secretary be hired on a half-time basis. The recommendation was accepted and acted upon. This was but a temporary solution, and a handful of members insisted that the association had outgrown a part-time executive secretary, and continued the argument that a full-time appointment would pay for itself in the long run.

At the national convention of 1961, the Administrative Council and the Legislative Assembly approved the formation of a Committee on the Selection of a Permanent National Office and a Full-Time Executive Secretary, later to be known as the Search Committee. Three members were appointed to the committee: John E. Dietrich, Owen M. Peterson, and J. Jeffery Auer, chairman. The first undertaking of the committee was to find the location for a permanent office. By May, 1962, after thorough on-site investigation of possible locations, and after soliciting opinions from many members, the committee recommended New York City as the site. The recommendation was approved by mail ballot of the Administrative Council, the votes tabulated on June 1. The

committee then focused on the man to fill the position. Formal applications were filed by nineteen persons, and another twenty-nine persons had correspondence with the committee about the position. Following exhaustive investigation and interviews with the candidates, William Work of Eastern Michigan University was recommended by the committee and elected by the Administrative Council, December 27, 1962, as the first to serve as a full-time, paid officer of the Speech Association of America. He assumed his post in July, 1963; and in September of that year, the national office was moved to its present headquarters in New York's Statler Hilton Hotel.

In December, 1964, the Speech Association will celebrate with a Golden Anniversary convention in Chicago. The thoughts of those present will be turned for a moment to that fateful day in 1914 when seventeen teachers met to organize for the purpose of promoting research in speech and improving the teaching in the discipline. Though the founders properly will enjoy the major plaudits of those present in Chicago, appreciation should also be expressed to the leaders who carried the burden of extending the influence and health of the association for the next five decades. One need but examine the Roster of Officers in the *Directory* to find the honor roll of those who helped make the Speech Association of America the force in education it is today. In 1964 we honor our past while anticipating continued progress in the next fifty years toward achieving the goals established in 1914.

SPEECH ASSOCIATION OF AMERICA

Founded 1914 Incorporated 1950

1964 OFFICERS

ROBERT T. OLIVER, *President* ..... Pennsylvania State University

J. JEFFERY AUER, *First Vice-President* ..... Indiana University

JOHN W. BLACK, *Second Vice-President* ..... Ohio State University

MARIE HOCHMUTH NICHOLS, *Editor, The Quarterly Journal of Speech* ..... University of Illinois

WAYNE N. THOMPSON, *Editor, Speech Monographs* ..... University of Texas

HUGH F. SEABURY, *Editor, The Speech Teacher* ..... State University of Iowa

WILLIAM WORK, *Executive Secretary* ..... National Office

1964 ADMINISTRATIVE COUNCIL

Term Expires 1964

J. JEFFERY AUER, *First Vice-President*, 1964 ..... Indiana University
JOHN W. BLACK, *Second Vice-President*, 1964 ..... Ohio State University
JOHN E. DIETRICH, *Member of Finance Committee* ..... Michigan State University
RALPH G. NICHOLS, *President*, 1961; Ex Officio 1962-1964 ..... University of Minnesota, St. Paul
FREDERICK W. HABERMAN, Elected by SAA, 1961 ..... University of Wisconsin
JACK MATTHEWS, Elected by SAA, 1961 ..... University of Pittsburgh

Term Expires 1965

WALDO W. BRADEN, *President*, 1962; Ex Officio 1963-1965 ..... Louisiana State University
DOUGLAS EHNINGER, *Editor, Speech Monographs*, 1960-1962; Ex Officio 1963-1965 ..... State University of Iowa
RICHARD MURPHY, *Editor, The Quarterly Journal of Speech*, 1960-1962; Ex Officio 1963-1965 ..... University of Illinois
WILBUR E. GILMAN, *Member of Finance Committee* ..... Queens College
WAYNE C. EUBANK, Elected by SAA, 1962 ..... University of New Mexico
CHARLOTTE G. WELLS, Elected by SAA, 1962 ..... University of Missouri

Term Expires 1966

ERNEST J. WRAGE, *President*, 1963; Ex Officio 1964-1966 ..... Northwestern University
GLADYS L. BORCHERS, *Editor, The Speech Teacher*, 1961-1963; Ex Officio 1964-1966 ..... University of Wisconsin
CARROLL C. ARNOLD, Elected by SAA, 1963 ..... Pennsylvania State University
SAMUEL L. BECKER, Elected by SAA, 1963 ..... State University of Iowa

Term Expires 1967

ROBERT T. OLIVER, *President*, 1964; Ex Officio 1965-1967 ..... Pennsylvania State University
T. EARLE JOHNSON, *Member of Finance Committee* ..... University of Alabama

Term Expires 1968

MARIE HOCHMUTH NICHOLS, *Editor, The Quarterly Journal of Speech*, 1963-1965; Ex Officio 1966-1968 ..... University of Illinois
ROBERT G. GUNDERSON, *Executive Vice-President*, 1961-1963; Ex Officio 1964-1968 ..... Indiana University
ROBERT C. JEFFREY, *Executive Secretary*, July 1960-June 1963; Ex Officio July 1963-June 1968; *Member of Finance Committee* ..... Indiana University
WAYNE N. THOMPSON, *Editor, Speech Monographs*, 1963-1965; Ex Officio 1966-1968 ..... University of Texas

Term Expires 1969

HUGH F. SEABURY, *Editor, The Speech Teacher*, 1964-1966; Ex Officio 1967-1969 ..... State University of Iowa

Term Expires 1971

WILLIAM WORK, *Executive Secretary*, July 1963- ..... National Office

CONVENTIONS 1915-1964

NATIONAL ASSOCIATION OF ACADEMIC TEACHERS OF PUBLIC ADDRESS

1915	November 25-27	Chicago
1916	December 1-2	New York City
1917	December 27-29	Chicago
1918	(No Convention held due to war conditions)	
1919	December 29-31	Chicago
1920	December 29-31	Cleveland
1921	December 28-30	Chicago
1922	December 27-29	New York City

NATIONAL ASSOCIATION OF TEACHERS OF SPEECH

1923	December 27-29	Cincinnati
1924	December 29-31	Evanston
1925	December 29-31	New York City
1926	December 28-30	Chicago
1927	December 28-30	Cincinnati
1928	December 27-29	Chicago
1929	December 30, 31, Jan. 1	New York City
1930	December 29-31	Chicago
1931	December 28-30	Detroit
1932	December 27-29	Los Angeles
1933	December 27-29	New York City
1934	December 27-29	New Orleans
1935	December 30-31, Jan. 1	Chicago
1936	December 29-31	St. Louis
1937	December 27-31	New York City
1938	December 27-29	Cleveland
1939	December 27-29	Chicago
1940	December 30, 31, Jan. 1	Washington, D. C.
1941	December 29-31	Detroit
1942	December 28-30	Chicago
1943	December 28-30	New York City
1944	December 27-29	Chicago
1945	December 27-29	Columbus

SPEECH ASSOCIATION OF AMERICA

1946	December 30-31, Jan. 1	Chicago
1947	December 29-31	Salt Lake City
1948	December 28-30	Washington, D. C.
1949	December 28-30	Chicago
1950	December 27-30	New York City
1951	December 27-29	Chicago
1952	December 29-31	Cincinnati
1953	December 28-30	New York City
1954	December 28-30	Chicago
1955	December 28-30	Los Angeles
1956	December 28-30	Chicago
1957	August 25-29	Boston
1958	December 27-31	Chicago
1959	December 27-30	Washington, D. C.
1960	December 28-30	St. Louis
1961	December 27-30	New York City
1962	December 27-30	Cleveland
1963	August 18-21	Denver
1964	December 27-30	Chicago

NATIONAL OFFICE
Speech Association of America
Statler Hilton Hotel
New York, N. Y. 10001